

Writing the Next Great Tech Book

Brian MacDonald

All Things Open 2018

brian.macdonald@pragprog.com

[@bmac_editor](#)



Street Cred Slide

Brian MacDonald

brian.macdonald@pragprog.com

@bmac_editor

Brian MacDonald

@bmac editor



Why write a book?

Brian MacDonald

@bmac_editor



Why write a book?

1. Share what you know



Why write a book?

1. Share what you know
2. Fringe benefits



Why write a book?

1. Share what you know
2. Fringe benefits
3. \$\$\$

Brian MacDonald

@bmac_editor



Pre-writing

Refine the idea



Pre-writing

Refine the idea

Solve a problem



Pre-writing

Refine the idea

Solve a problem

What will the reader
be able to *do*?



Pre-writing

Refine the idea

Define the audience



Pre-writing

Refine the idea

Define the audience

Define the approach



Pre-writing

Refine the idea

Define the audience

Define the approach

Define the scope

Brian MacDonald

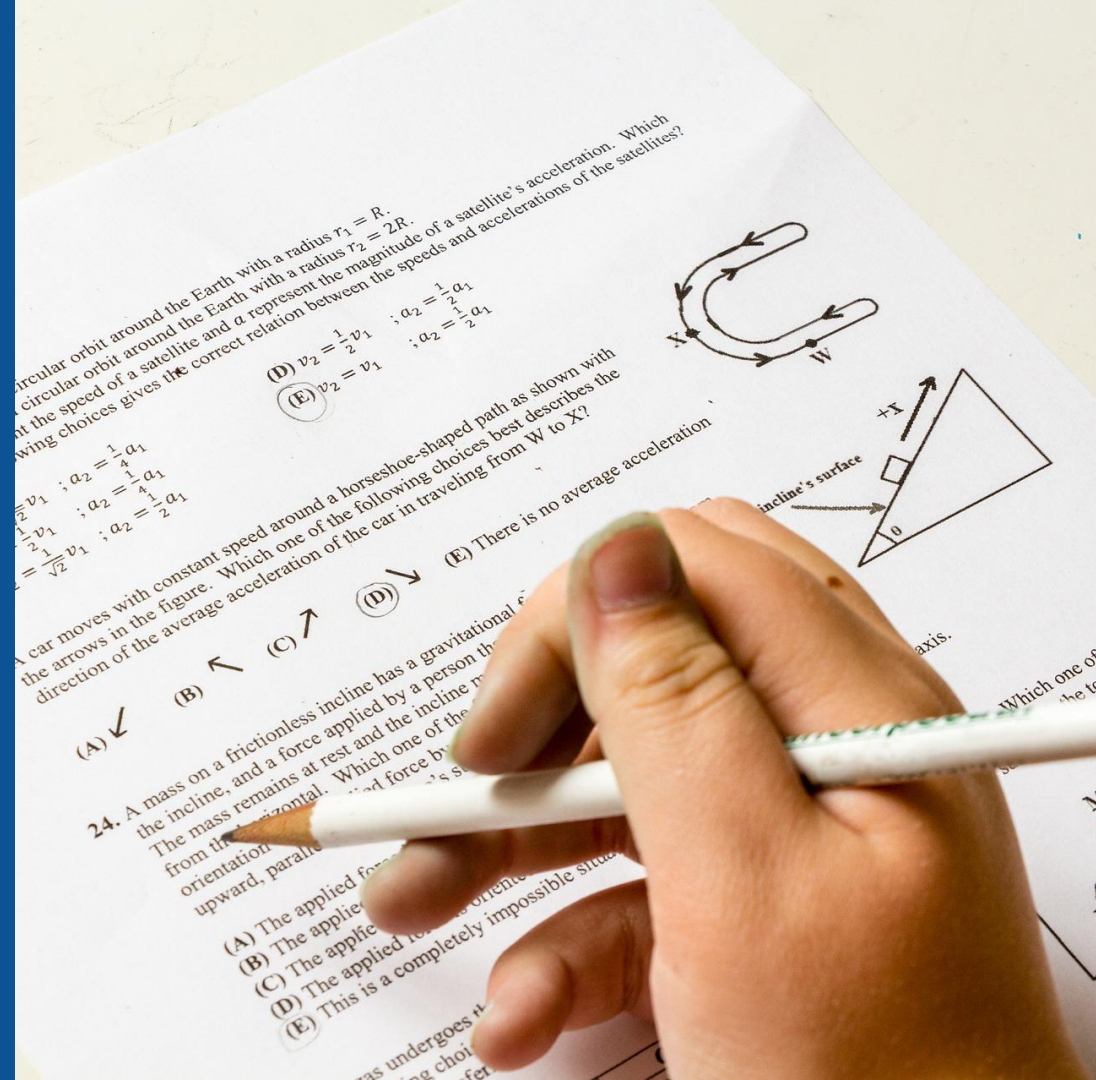
@bmac_editor



Do some homework

Brian MacDonald

@bmac_editor



Make an outline

Title

1. 

A. 

B. 

C. 

2. 

A. 

B. 

C. 

3. 

A. 

B. 

C. 

Make an outline

Brainstorm tasks

Brian MacDonald

@bmac_editor



Make an outline

Brainstorm tasks

Put tasks in order



Make an outline

Brainstorm tasks

Put tasks in order

Dump Chapter 1



Find a publisher



Brian MacDonald

@bmac_editor

Find a publisher

Research the catalog

Brian MacDonald

@bmac_editor



Find a publisher

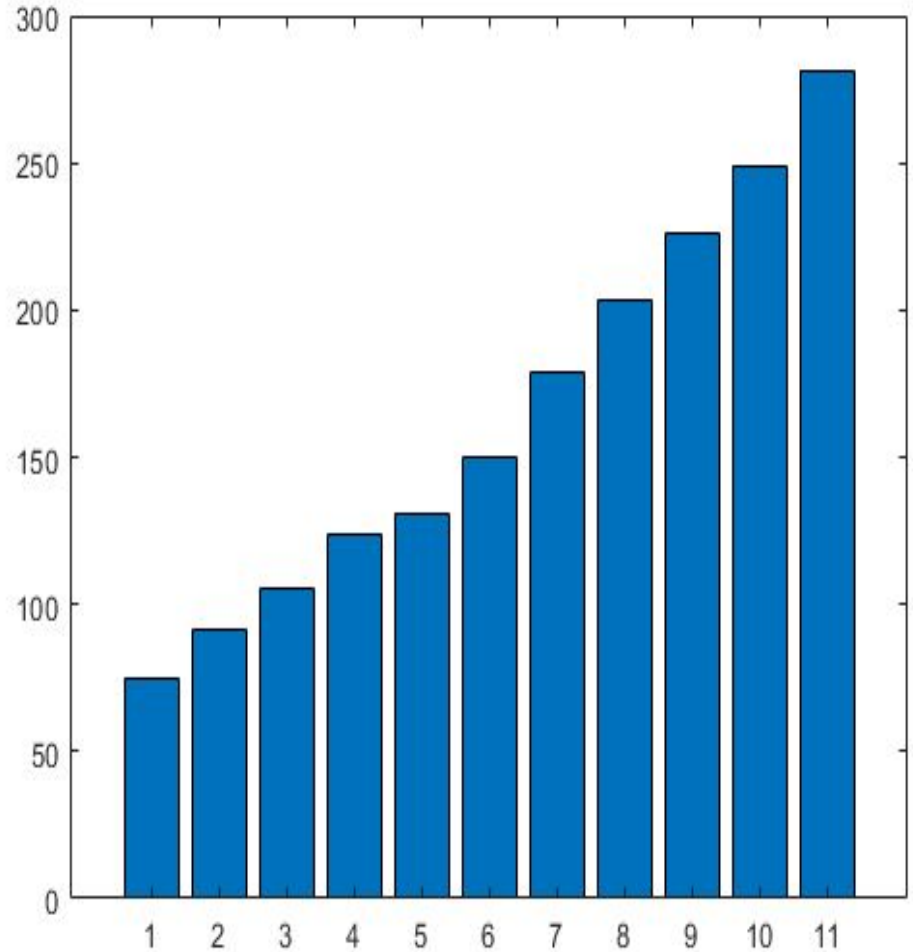
Research the catalog

Make a contact



Create a proposal

1. Marketing info
 - a. metrics



Create a proposal

1. Marketing info
 - a. metrics
 - b. competition



Create a proposal

1. Marketing info
 - a. metrics
 - b. competition
 - c. why you?



Create a proposal

1. Marketing info
 - a. metrics
 - b. competition
 - c. why you?
2. Outline

Title

1. 

A. 

B. 

C. 

2. 

A. 

B. 

C. 

3. 

A. 

B. 

C. 

Create a proposal

1. Marketing info
 - a. metrics
 - b. competition
 - c. why you?
2. Outline
3. Sample



Self-Publishing

Why not DIY?

Brian MacDonald

@bmac_editor



Self-Publishing

It's about the money.

Mostly.



Self-Publishing

All the reward
means all the risk.

Brian MacDonald

@bmac_editor



Self-Publishing

Don't do it *all* yourself.

Brian MacDonald

@bmac_editor



Rejection

It might not be
personal...

Brian MacDonald

@bmac_editor



Rejection

It might not be
personal...

...unless it is.

Brian MacDonald

@bmac_editor



The Process

The contract

Brian MacDonald

@bmac_editor



The Process

Find out about
the tools

Brian MacDonald

@bmac_editor



The Process

Meet your editor

Brian MacDonald

@bmac_editor



The Process

Acquisitions Editor

Brian MacDonald

@bmac_editor

The Process

Acquisitions Editor

Development Editor

The Process

Acquisitions Editor

Development Editor

Tech reviewers

The Process

Acquisitions Editor

Development Editor

Tech reviewers

PRODUCTION

Copyeditor

The Process

Acquisitions Editor

Development Editor

Tech reviewers

PRODUCTION

Copyeditor

Proofreader

The Process

Acquisitions Editor

Development Editor

Tech reviewers

PRODUCTION

Copyeditor

Proofreader

Layout

The Process

Acquisitions Editor

Development Editor

Tech reviewers

PRODUCTION

Copyeditor

Proofreader

Layout

Indexer

The Process

Acquisitions Editor

Development Editor

Tech reviewers

PRODUCTION

Copyeditor

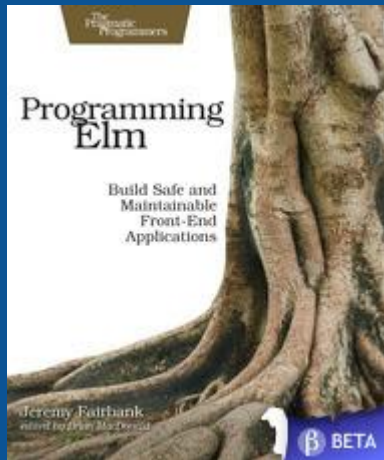
Proofreader

Layout

Indexer

Print

Available at
www.pragprog.com



Programming Elm
By Jeremy Fairbank

jfelm_ATO_2018

brian.macdonald
@pragprog.com

@bmac_editor

*Forge Your Future
with Open Source*
By VM Brasseur

vbopens_ATO_2018

